

FACTORS ILLUSTRATING ECONOMIC STRENGTH  
OF CALIFORNIA---AND LOS ANGELES

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Following pages reveal highlights of chart presentation by Don Thomas, managing director, at Board of Directors' meeting of the All-Year Club of Southern California.

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Prophets of gloom have reigned too long.

In recent years, we have been prone to magnify our weaknesses--forget our strengths.

Yet California's fundamental economic position is one of the strongest among all the states. The following pages prove it.

SIXTH in population, California ranks FIRST in retail sales per capita; FOURTH in total effective buying power; THIRD in effective buying power per family; THIRD in individual income tax returns; FOURTH in net individual income. Los Angeles city's fundamental economic picture is as cheering.

These are the facts upon which we must build our future. They must be given to the public. With dominant leadership available and public confidence restored, California can conquer new heights.



STATE COMPARISONS



State Populations

1930

<u>Rank</u>	<u>State</u>	<u>Population</u>
1	New York	12,588,066
2	Pennsylvania	9,631,350
3	Illinois	7,630,654
4	Ohio	6,646,697
5	Texas	5,824,715
<u>6</u>	<u>California</u>	<u>5,677,251</u>
7	Michigan	4,842,325
8	Massachusetts	4,249,614
9	New Jersey	4,041,334
10	Missouri	3,629,367



1938  
RETAIL SALES

<u>Rank</u>	<u>State</u>	<u>Per Capita</u>	<u>Total (000)</u>
<u>1</u>	<u>California</u>	<u>\$448</u>	<u>\$2,541,075</u>
2	New York	435	5,472,186
3	New Jersey	329	1,327,809
4	Ohio	322	2,141,109
5	Wisconsin	317	930,258
6	Illinois	295	2,251,479
7	Pennsylvania	289	2,780,273
8	Michigan	273	1,323,377
9	Texas	272	1,587,204
10	Missouri	262	949,140

UNITED STATES AVERAGE      \$293      36,001,923

California Per Capita 53% above U.S. Average

Source: Sales Management  
4/10/39



1938

TOTAL EFFECTIVE BUYING INCOME

(Gross Income From all Sources)

<u>Rank</u>	<u>State</u>	<u>Total (000)</u>
1	New York	\$9,676,900
2	Pennsylvania	4,933,277
3	Illinois	4,405,045
<u>4</u>	<u>California</u>	<u>4,347,667</u>
5	Ohio	3,560,087
6	Texas	2,796,814
7	Massachusetts	2,730,021
8	Michigan	2,669,343
9	New Jersey	2,549,901
10	Missouri	1,830,047

Source: Sales Management  
4/10/39



1938  
EFFECTIVE BUYING INCOME  
PER FAMILY

<u>Rank</u>	<u>State</u>	<u>Total Per Family</u>
1	New York	\$3069
2	Nevada	2777
<u>3</u>	<u>California</u>	<u>2733</u>
4	Massachusetts	2673
5	Rhode Island	2601
6	New Jersey	2587
7	Wyoming	2584
8	Connecticut	2560
9	Minnesota	2440
10	Delaware	2369

UNITED STATES AVERAGE

\$2116

California 29% above U.S. Average

Source: Sales Management  
4/10/39



1936  
INDIVIDUAL INCOME TAX RETURNS

<u>Rank</u>	<u>State</u>	<u>No. of Returns</u>
1	New York	976,939
2	Pennsylvania	470,511
<u>3</u>	<u>California</u>	<u>436,128</u>
4	Illinois	418,303
5	Ohio	308,789
6	Massachusetts	284,320
7	New Jersey	260,328
8	Michigan	239,363
9	Texas	156,855
10	Missouri	130,521

Source: Treasury Dept.  
Statistics of Income - 1936



1936  
NET INDIVIDUAL INCOME

<u>Rank</u>	<u>State</u>	<u>Total</u>
1	New York	\$3,864,452,725
2	Pennsylvania	1,604,324,714
3	Illinois	1,599,035,105
<u>4</u>	<u>California</u>	<u>1,494,599,201</u>
5	Ohio	1,078,986,270
6	Massachusetts	988,903,808
7	New Jersey	928,153,400
8	Michigan	862,577,726
9	Texas	569,444,419
10	Missouri	462,884,942

Source: Treasury Dept.  
Statistics of Income - 1936



1938 Life Insurance Sales and Population  
Ratio of ordinary Life Ins. to Population

United States = 100%

<u>Rank</u>	<u>State</u>	<u>Ratio</u>
1	New York	157
<u>2</u>	<u>California</u>	<u>138</u>
3	Delaware	134
4	Nevada	133
5	Illinois	129
6	New Jersey	125
7	Connecticut	123
8	Colorado	114
9	Massachusetts	113
10	Wyoming	113

$$\frac{(\text{Sales } \%)}{(\text{Population } \%)}$$

Source: Life Ins. Sales  
Research Bureau



CITY COMPARISONS



CITY POPULATIONS

1930

Cities of 500,000 Population and Over

<u>Rank</u>	<u>City</u>	<u>Population</u>
1	New York	6,930,446
2	Chicago	3,376,438
3	Philadelphia	1,950,961
4	Detroit	1,568,662
<u>5</u>	<u>Los Angeles</u>	<u>1,238,048</u>
6	Cleveland	900,429
7	St. Louis	821,960
8	Baltimore	804,874
9	Boston	781,188
10	Pittsburgh	669,817
11	San Francisco	634,394
12	Milwaukee	578,249
13	Buffalo	573,076

U.S. Census - 1930



1938

TOTAL EFFECTIVE BUYING INCOME

(Gross Income from all sources)

Cities of 500,000 Population and over

<u>Rank</u>	<u>City - County</u>	<u>Total (000)</u>
1	New York	\$6,218,629
2	Chicago	2,738,092
<u>3</u>	<u>Los Angeles</u>	<u>1,874,949</u>
4	Detroit	1,282,869
5	Philadelphia	1,190,528
6	Pittsburgh	849,442
7	Cleveland	820,685
8	St. Louis	692,915
9	Boston	624,589
10	Baltimore	584,910
11	San Francisco	566,847
12	Milwaukee	511,147
13	Buffalo	445,992

Source: Sales Management  
4/10/39



1938

TAX DELINQUENCY

Cities of 500,000 Population and Over

<u>Rank</u>	<u>City</u>	<u>Percent Delinquency</u>
1	San Francisco	1.5%
<u>2</u>	<u>Los Angeles</u>	<u>4.2</u>
3	Buffalo	4.3
4	Baltimore	7.2
5	New York	10.0
6	Philadelphia	11.5
7	Pittsburgh	11.8
8	Detroit	11.9
9	St. Louis	14.4
10	Chicago	17.1
11	Boston	22.4

(Cleveland and Milwaukee not reported)

Source: Dun & Bradstreet



NEW RESIDENTIAL BUILDING

1938

<u>Rank</u>	<u>City</u>	<u>Value</u>
1	New York	\$262,760,818
<u>2</u>	<u>Los Angeles</u>	<u>40,985,563</u>
3	Detroit	35,359,242
4	San Francisco	10,791,238
5	Chicago	9,608,975
6	Baltimore	7,338,220
7	Philadelphia	6,545,310
8	Buffalo	5,467,291
9	St. Louis	4,204,500
10	Cleveland	3,016,500
11	Milwaukee	2,562,245
12	Pittsburgh	1,924,228

(Boston not reported)

Total Los Angeles Building Construction shows 29% increase first quarter 1939 over same period 1938.

Source: U.S. Dept. of Labor



AUTO REGISTRATIONS

July 1, 1938

Cities of 500,000 Population and over

<u>Rank</u>	<u>City</u>	<u>Registrations per 1,000 Families</u>
<u>1</u>	<u>Los Angeles</u>	<u>1,374</u>
2	Detroit	1,093
3	Cleveland	922
4	Buffalo	905
5	San Francisco	845
6	Milwaukee	843
7	St. Louis	730
8	Pittsburgh	728
9	Chicago	689
10	Baltimore	678
11	Philadelphia	538
12	Boston	475
13	New York	416

Source: R. L. Polk & Co.



1938

SALES OF NEW PASSENGER CARS

Cities of 500,000 Population and over

<u>Rank</u>	<u>City</u>	<u>Unit Sales</u>
1	New York	69,277
2	Chicago	68,256
<u>3</u>	<u>Los Angeles</u>	<u>62,659</u>
4	Detroit	37,384
5	Philadelphia	25,261
6	Pittsburgh	22,448
7	Cleveland	21,375
8	St. Louis	16,006
9	San Francisco	14,867
10	Baltimore	14,694
11	Buffalo	14,489
12	Milwaukee	14,371
13	Boston	11,050

Source: R. L. Polk & Co.



PERCENT OF PERSONS ON RELIEF

Cities of 500,000 Population and Over

<u>Rank</u>	<u>City</u>	<u>Percent of All Persons</u>
1	Cleveland	25.3%
2	Pittsburgh	22.6
3	Buffalo	21.6
4	Philadelphia	18.8
5	Boston	18.4
<u>6</u>	<u>Los Angeles</u>	<u>16.8</u>
7	St. Louis	16.6
8	New York	15.8
9	Chicago	14.7
10	Detroit	14.1

UNITED STATES AVERAGE (Cities of 500,000  
or more)

18.3

(Baltimore, San Francisco and Milwaukee Not  
Reported in Health Survey)

Source: Natl. Health Survey